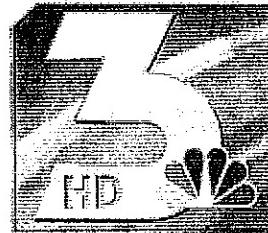


## ORDER



**Orders**

Order / Rev:	102144
.Alt Order #:	06815977
Product Desc:	JOE HECK 4 CONGRESS
Estimate:	2214
Flight Dates:	10/15/12 - 10/21/12
Original Date / Rev:	05/24/12 / 05/25/12
Order Type:	GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**

Name:	Strategic Media Placement, Inc.
Buying Contact:	
Billing Contact:	
	7669 Stagers Loop
	Delaware, OH 43015

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**

Name:	Heck, Joe for Congress
Demographic:	A35+
Product Codes:	PLC02
Priority:	SELECT PRIORITY CODE
Revenue Codes:	POLITICAL/AGY, PCAN, GEN

**New Business Thru:**

**Order Separation:** 00:15:00

**Advertiser External ID:**

**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Totals				
			Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/21/12	87	\$39,725.00	87	\$33,766.25	0.00	
			Totals	87	\$39,725.00	\$33,766.25	0.00

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	37%	\$39,725.00
Market	100%	\$107,364.86

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$28,988.51
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$21,472.97
KTUD	0%	\$0.00
KVVU	16%	\$17,178.38
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/15/12	10/19/12	M-F 5-6a WakeUp w/Wagners	5-6a		MTWTF--	:30	5	\$200.002	0.00	NM	5	\$1,000.00	
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--		5				\$200.00		0.00			

Order / Rev.: 102144  
Alt Order #: 06815977  
Flight Dates: 10/15/12 - 10/21/12

Advertiser: Heck, Joe for Congress  
Product Desc: JOE HECK 4 CONGRESS  
Estimate: 2214

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/15/12	10/19/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners	5-6a		MTWTF--	:30	5	\$200.002	0.00	NM		5	\$1,000.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 MTWTF-- 5 \$200.00 0.00															
E 2	KSNV	10/15/12	10/19/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	6-7a		MTWTF--	:30	10	\$475.002	0.00	NM		10	\$4,750.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 MTWTF-- 10 \$475.00 0.00															
E 3	KSNV	10/15/12	10/19/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	10	\$500.002	0.00	NM		10	\$5,000.00
<b>TODAY</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 MTWTF-- 10 \$500.00 0.00															
E 4	KSNV	10/15/12	10/19/12	M-F Today Show II 3rd 10AM M-F Today Show II	9-10a		MTWTF--	:30	5	\$225.002	0.00	NM		5	\$1,125.00
<b>TODAY II</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 MTWTF-- 5 \$225.00 0.00															
E 5	KSNV	10/15/12	10/19/12	M-F Today Show III 4th 10AM Today 4th Hour	10am-11am		MTWTF--	:30	5	\$175.002	0.00	NM		5	\$875.00
<b>TODAY III</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 MTWTF-- 5 \$175.00 0.00															
E 6	KSNV	10/15/12	10/19/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	5	\$225.002	0.00	NM		5	\$1,125.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 MTWTF-- 5 \$225.00 0.00															
E 7	KSNV	10/15/12	10/19/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	2	\$250.002	0.00	NM		2	\$500.00
<b>PHIL</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 MTWTF-- 2 \$250.00 0.00															
E 8	KSNV	10/15/12	10/19/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	15	\$575.002	0.00	NM		15	\$8,625.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 MTWTF-- 15 \$575.00 0.00															
E 9	KSNV	10/15/12	10/19/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MTWTF--	:30	5	\$795.002	0.00	NM		5	\$3,975.00
<b>JEP</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 MTWTF-- 5 \$795.00 0.00															
E 10	KSNV	10/15/12	10/19/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MTWTF--	:30	5	\$795.002	0.00	NM		5	\$3,975.00
<b>WHEEL</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 MTWTF-- 5 \$795.00 0.00															
E 11	KSNV	10/15/12	10/19/12	Face to Face w/ Ralston CM Face to Face w/ J.Ralston		730-758pm	MTWTF--	:30	5	\$450.002	0.00	NM		5	\$2,250.00
<b>FACE</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 MTWTF-- 5 \$450.00 0.00															
E 12	KSNV	10/15/12	10/19/12	M-F News 3 at Eleven CM M-F News 3 at Eleven		11pm-1135pm	MTWTF--	:30	5	\$575.002	0.00	NM		5	\$2,875.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 MTWTF-- 5 \$575.00 0.00															
E 13	KSNV	10/15/12	10/19/12		CM	1135p-1237a	MTWTF--	:30	3	\$275.002	0.00	NM		3	\$825.00

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Estimate:	2214

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				The Tonight Show											
				Tonight Show											
				LEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
		Week: 10/15/12	10/21/12	MTWTF--		3			\$275.00						
E 14	KSNV	10/20/12	10/21/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$525.00	2	0.00	NM	2	\$1,050.00
				Sa-Su News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
		Week: 10/15/12	10/21/12	-----SS		2			\$525.00						
E 15	KSNV	10/20/12	10/20/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	1	\$200.00	1	0.00	NM	1	\$200.00
				News 3 Sunrise SATURDAY											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
		Week: 10/15/12	10/21/12	-----S-		1			\$200.00						
E 16	KSNV	10/20/12	10/20/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$325.00	1	0.00	NM	1	\$325.00
				Saturday Today											
				SAT TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
		Week: 10/15/12	10/21/12	-----S-		1			\$325.00						
E 17	KSNV	10/21/12	10/21/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$250.00	1	0.00	NM	1	\$250.00
				Sunday Today											
				SUN TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
		Week: 10/15/12	10/21/12	-----S		1			\$250.00						
E 18	KSNV	10/21/12	10/21/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$650.00	1	0.00	NM	1	\$650.00
				Meet the Press											
				MTP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
		Week: 10/15/12	10/21/12	-----S		1			\$650.00						
E 19	KSNV	10/20/12	10/20/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$350.00	1	0.00	NM	1	\$350.00
				Sa-Su Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
		Week: 10/15/12	10/21/12	-----S-		1			\$350.00						